

South Carolina Statewide Lodging Outlook Report
June 2015

| | Occupancy Rate | | Average Room Rate | | RevPAR* | | Room Revenue | Rooms Available | Rooms Sold |
|--|----------------------|--------------|----------------------|--------------|----------------------|--------------|--------------|-----------------|--------------|
| Current Month: June 2015 | June 2015 | % Chg | June 2015 | % Chg | June 2015 | % Chg | % Chg | % Chg | % Chg |
| United States | 73.1% | 2.1% | \$121.57 | 5.0% | \$88.84 | 7.2% | 8.4% | 1.1% | 3.2% |
| South Atlantic** | 72.1% | 2.8% | \$115.29 | 4.7% | \$83.14 | 7.7% | 8.6% | 0.9% | 3.7% |
| South Carolina | 73.4% | 1.8% | \$122.62 | 6.2% | \$89.96 | 8.2% | 9.2% | 0.9% | 2.8% |
| Year-to-Date: January through June 2015 | Jan-June 2015 | % Chg | Jan-June 2015 | % Chg | Jan-June 2015 | % Chg | % Chg | % Chg | % Chg |
| United States | 65.2% | 2.3% | \$119.02 | 4.8% | \$77.57 | 7.2% | 8.2% | 1.0% | 3.3% |
| South Atlantic** | 68.2% | 3.3% | \$120.36 | 5.7% | \$82.13 | 9.2% | 10.1% | 0.8% | 4.2% |
| South Carolina | 62.4% | 1.9% | \$103.29 | 6.1% | \$64.46 | 8.1% | 9.1% | 0.9% | 2.8% |

*RevPAR = Revenue Per Available Room, i.e., total room revenue divided by total number of room nights.

**South Atlantic Region is comprised of: Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida

Only hotels with 10 or more rooms are included in the table above

All percent change is versus the same period in the previous year

Source: STR, Inc.

Three Month Occupancy Outlook for South Carolina

| | | July 2015 | August 2015 | September 2015 |
|---|---------------------------------|-----------|-------------|----------------|
| STR, Inc. <i>From July 2015 Forecast Report</i> | Occupancy Forecast | 74.6% | 69.8% | 61.6% |
| | % Chg vs same month in 2014 | 0.2% | 0.4% | 1.3% |
| TravelClick <i>From Bookings as of 7/27/15</i> | Occupancy from Current Bookings | 66.4% | 26.6% | 12.8% |
| | % Chg vs same month in 2014 | -0.1% | -0.7% | 16.3% |

Source: STR, Inc. and TravelClick